

AGENCY NAME:

SC Department of Commerce

AGENCY CODE:

P320

SECTION:

050



## Fiscal Year 2013-14 Accountability Report

### SUBMISSION FORM

#### AGENCY MISSION

Working together to create opportunities for South Carolinians by promoting:

- Job creation
- Economic growth
- Improved living standards for South Carolinians

It is our vision that South Carolina's economy will become more competitive in a global economy, providing South Carolinians of all ages and skill levels an opportunity to maximize their talents and abilities.

Please identify your agency's preferred contacts for this year's accountability report.

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
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I have reviewed and approved the enclosed FY 2013-14 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR  
(SIGN/DATE):

(TYPE/PRINT NAME):

Robert M. Hitt III

BOARD/CMSN CHAIR  
(SIGN/DATE):

(TYPE/PRINT NAME):

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## **AGENCY'S DISCUSSION AND ANALYSIS**

### **South Carolina Attracts Substantial Jobs & Investments**

From 2011 through 2013, SCDOC has recruited 49,607 jobs and more than \$14.5 billion in capital investment. In 2013 alone, SCDOC attracted \$5.4 billion in investment through 127 economic development projects. These projects represent a variety of industries with world-class companies such as The Boeing Company, Google, Daimler, Colgate-Palmolive, GE Healthcare and many more making significant commitments to invest and create jobs in South Carolina.

South Carolina continued strong recruitment of foreign-direct investment in 2013. Foreign investment comprised 42.8 percent of total capital investment and 24.3 percent of total jobs recruited in 2013. According to the U.S. Bureau of Economic Analysis, South Carolina is ranked 4th among states for the percent of private industry manufacturing employment in foreign-affiliated companies.

The Department of Commerce continued its impressive recruitment efforts to rural areas of the state in 2013. Of the projects recruited last year, 19.4 percent of the jobs and 15.2 percent of industrial capital investment went to rural areas.

### **South Carolina Department of Commerce Tops the Southeast in Job Recruitment and Capital Investment**

In 2013, South Carolina led the Southeast in job recruitment and capital investment. According to data from the Financial Times of London, FDI Markets, South Carolina outperformed North Carolina, Georgia, Alabama, Virginia, Mississippi, Florida and Tennessee for jobs attracted and capital invested from international and domestic, out-of-state firms. South Carolina's foreign and interstate job recruitment of 25.5 per 10,000 state residents was higher than other southeastern states. Tennessee was next with 22.4 jobs recruited per 10,000 state residents. North Carolina and Georgia recruited 20.2 and 18.2 jobs per 10,000, respectively. Likewise, South Carolina attracted \$795 in foreign and interstate capital investment per capita, compared to \$518 for North Carolina and \$664 for Georgia. The southeastern states' average in 2013 was 18.1 jobs created per 10,000 (29 percent less than South Carolina) and \$532 capital invested per capita (33 percent less than South Carolina).

### **SC Department of Commerce 2013 Top Accomplishments**

1. **Posted a Record Recruitment Year** – in capital investment by businesses locating or expanding in 2013, totaling \$5.4 billion. Last year, Commerce closed 127 economic development projects, adding 15,457 new jobs to the pipeline;
2. **S.C. Leading the Manufacturing Renaissance** - from 2011 through 2013, Commerce recruited 49,607 jobs and more than \$14.5 billion in capital investments, and one industry publication dubbed South Carolina the “Beast of the Southeast” in recognition of the state's strong manufacturing base;
3. **Continued Strong Foreign Direct Investment** – in 2013, foreign investment comprised more than 42% of total capital investment and more than 24% of total jobs recruited. The pipeline of foreign

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projects remain strong with about 33% of the projects being international;

4. **Reached Record Level Exports** – at \$26.1 billion in goods sold to 202 countries around the world. These figures represent a 4.6% increase over 2012 totals and ranks South Carolina 12<sup>th</sup> in the U.S. for export growth;
5. **Increased Output in Rural Communities** – Commerce’s emphasis on specific targets for rural communities has resulted in more than 2,900 jobs recruited to rural areas, representing more than 19% of the jobs announced. One quarter of all economic development projects closed in 2013 were in rural counties;
6. **Enhanced Economic Development Collaboration (TeamSC) through Palmetto Partners** – together with Commerce and other lead selling agencies (SC Parks, Recreation and Tourism and SC Ports Authority), Commerce administered Palmetto Partners and raised funds to support a simple goal of creating a unique, globally recognized brand and image for the state. Through the coordination of marketing efforts between participants, the Palmetto Partners initiative aims to spur job creation and capital investment in the state through brand awareness and shared economic development events and missions;
7. **Established Concerted Innovation Initiative** – Commerce launched the state’s first Office of Innovation in the fall of 2013, with a focus on strengthening the innovation competitiveness and fostering the creation of technology-based and entrepreneurial endeavors in the state of South Carolina. The Office of Innovation awarded its first round of grants in May, totaling \$2.4 million to 14 organizations across the state;
8. **Supported Implementation of WorkReady Communities** – Commerce continued to support this initiative designed to match qualified workers with particular jobs within companies. Commerce, in conjunction with its statewide network of economic development partners, played an integral role in getting 100 percent participation from all 46 counties. By the end of fiscal year 2014, three counties had been designated Certified Work Ready Communities: Clarendon, McCormick and Colleton counties;
9. **Augmented Site Development and Marketing Efforts** – Commerce allocated \$2.5 million to assist counties in developing speculative buildings, pads and making improvements to industrial parks, as part of its product development efforts. Commerce also launched a new tool for the state’s inventory of sites and buildings in 2013: LocateSC. Accessed through [www.LocateSC.com](http://www.LocateSC.com), the website includes an extensive database of available buildings, parks and parcels of land, as submitted by county economic developers and partners;
10. **Led the Nation in Tire Production and Exports** – South Carolina surpassed Oklahoma to become the top state for tire production during the last quarter of 2013. South Carolina produces around 89,000 tires a day, and it exports more tires than any other state in the nation, holding around 30% of the market share.

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## Opportunities and Barriers

**National Economy** - In 2013, foreign direct investment (FDI) flows returned to an upward trend. Global FDI inflows surged by 9.0 percent to \$1.45 trillion in 2013. FDI inflows increased in all major economic groupings – developed, developing and transitioning economies. According to the 2014 United Nations World Investment Report, FDI to the United States increased to \$188 billion in 2013 from \$161 billion in 2012, outpacing the growth of FDI to China which gained from \$121 billion to \$124 billion.

Real GDP (chained 2009 dollars) increased 1.9 percent for the United States in 2013, following a 1.5 percent increase in 2012. Durable goods manufacturing gained 1.0 percent while nondurables increased 5.3 percent. Other sectors showing significant GDP increases last year were Information (+3.2 percent), Retail Trade (+2.1 percent) and Management of Companies and Enterprises (+5.8 percent). The three sectors that declined in economic output in 2013 were Educational Services (-0.9 percent), Other Services, Except Government (-0.5 percent), and Federal Government (-3.2 percent).

Total merchandise exports from all 50 states helped contribute to the record-setting value of goods and services exports in 2013, which reached \$2.3 trillion. Nationally, jobs supported by exports increased to 11 million in 2012, up 1.6 million since 2009. US exports of transportation equipment jumped 7.0 percent in 2013, to over \$258 billion. Manufactured food products also showed a gain of 5.9 percent, to \$68 billion in 2013.

On the employment front, the US economy gained 1.5 million jobs; however, the labor force participation rate continued to drop to its lowest level in more than 30 years to 63.2 percent. The gain in the number of employed persons and the drop in labor force participation both contributed to pushing the national unemployment rate down from an annual average of 8.1 percent in 2012, to 7.4 percent in 2013.

Between 2012 and 2013, the goods-producing industries gained 1.50 percent in total employment while the service-providing sectors gained 1.57 percent. Manufacturing in the United States gained 145,000 jobs, or 1.2 percent, following a gain of 0.9 percent in 2012. Current projections by the Federal Reserve Board's Open Market Committee (FOMC) continue to forecast improvement in the US economy. The FOMC projects the national unemployment rate to fall to between 6.1 and 6.3 percent in 2014 and between 5.6 and 5.9 percent in 2015, which is very close to the "full-employment" range of 5.2 to 5.6 percent, projected in the long run.

**State Economy** – In South Carolina, Real (inflation adjusted) GDP grew 1.2 percent, below national GDP growth rate of 1.8 percent. In South Carolina, Durable Goods Manufacturing economic output gained 2.6 percent while Nondurables decreased 0.6 percent.

South Carolina exports showed a significant increase in 2013, gaining 3.95 percent over 2012, and reaching a record level of \$26.3 billion. The state's largest merchandise export category, transportation equipment, accounted for \$9.8 billion of South Carolina's total merchandise exports in 2013.

The South Carolina employment situation improved dramatically in 2013. The Palmetto State's annual average unemployment rate dropped from 9.0 percent in 2012 to an average rate of 7.6 percent in 2013. Total employment increased from 1.99 million to 2.02 million in South Carolina, while the total labor force

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remained practically unchanged between 2012 and 2013. The Manufacturing sector in South Carolina gained 5,600 jobs; Trade, Transportation and Utilities increased 8,600; and Leisure and Hospitality gained 9,500.

**South Carolina Opportunities** - To continue the trajectory of South Carolina's growth in advanced manufacturing and technical services sectors, the state must continue to improve in three key areas: workforce development, available industrial real estate, and transportation infrastructure.

On the workforce development front, South Carolina continues to invest in programs to support a growing pipeline of talent in critical disciplines for advanced manufacturing and technical services. These disciplines include traditional STEM fields such as engineering technicians, computer software and hardware professionals, and manufacturing talent capable of working with precision machinery and automated factory processes. These professions represent an important segment of "middle-skill" jobs that do not require a college degree but pay above-average wages. Employers routinely report that filling these critical positions poses a challenge to their employment growth in South Carolina and nationally. The state has taken several steps this year to help address this challenge. The Department of Commerce, partnering with the Department of Employment and Workforce and local communities, continues to promote the South Carolina WorkReady Communities Initiative. This program incents counties to improve education outcomes, the number of WorkKeys-tested, career-ready individuals, and quantify their available workforce for prospective businesses. Through this program, new and expanding businesses have the assurance that they will the available talent in their local communities to fulfill their growth plans. In FY2013, the state's twelve Regional Education Centers (RECs) were incorporated into the Department of Commerce. The RECs play an important role in establishing a bridge between the business community and K-12 education system, ensuring students are career-ready and have viable graduation plans leading to gainful employment or higher education. With its close working relationships in the business community, the Department of Commerce will assist the RECs in strengthening the ties between business and education. The Department of Commerce continues to collaborate with the SC Technical College System, and its programs ReadySC and Apprenticeship Carolina, to fulfill the workforce needs of new and expanding businesses in the state. Through the Office of Innovation, several Innovation Grant awardees have developed important programs designed to train the entrepreneurial workforce for tomorrow. These incubator and accelerator programs address topics related to technology development, leadership development, business planning and execution. The development of an entrepreneurial and technically-proficient workforce was identified as a key barrier to the growth of the innovation economy in the State's 2013 Innovation Plan.

The development of a wider selection of industrial sites and buildings is another challenge facing the Department of Commerce. Many rural, outlying counties lack industrial buildings suitable for attracting new prospective businesses to their region. Closer to the larger metropolitan areas, unavailability of large tracts of suitable industrial real estate, with the necessary due diligence completed, impedes the state's ability to recruit larger manufacturing operations that require the labor force of a more populous region. Another challenge facing the Department of Commerce was effectively marketing the sites and buildings, available in the state, to prospective companies. In FY2013, the Department of Commerce made significant headway to address these issues. Commerce allocated \$2.5 million to assist counties in developing speculative buildings, pads and making improvements to industrial parks as part of its product development efforts. Commerce also launched a new tool for the state's inventory of sites and buildings in 2013: [www.LocateSC.com](http://www.LocateSC.com).

Transportation infrastructure presents another opportunity to set South Carolina apart as the premier destination for industrial development. With a \$2 billion capital investment program underway at the Port

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of Charleston, the state must ensure that the transportation system on land can handle the expected increase in commerce-related freight movements to and from the port and other destinations. To this end, the Department of Commerce collaborated with the Department of Transportation (DOT), the Ports Authority (Port) and other stakeholders on the 2040 Multimodal Transportation Plan. This plan will lay the foundation for transportation infrastructure maintenance and improvements for the coming decades. In addition, Commerce continues to collaborate with the Port and DOT on the development of the inland port, the Intermodal Container Transfer Facility (ICTF) in Charleston and economic development project-related transportation investments.

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Program Template

Program/Title	Purpose	FY 2012-13 Expenditures				FY 2013-14 Expenditures				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Administration & Support	To support the agency with legal, finance, budget, information technology and human resources services.	\$ 1,168,611	\$ 211,258		\$ 1,379,869	\$ 1,347,448	\$ 175,338		\$ 1,522,786	1.1.1, 4.1.1
II.A. Global Business Development	To recruit new and existing expansions and locations; to increase the capital investment and number of jobs in South Carolina.	\$ 3,371,915	\$ 130,740		\$ 3,502,655	\$ 3,582,366	\$ 207,281		\$ 3,789,647	1.1.1, 1.1.2, 1.1.3, 1.2.1, 1.2.2
II.B. Small Business and Existing Industry	To help South Carolina companies both large and small achieve peak performance by bringing together professionals who offer a wealth of experience in key areas to offer a dynamic approach that helps businesses and communities prosper.	\$ 544,180	\$ 220,804	\$ 279,779	\$ 1,044,763	\$ 682,544	\$ 241,827	\$ 118,868	\$ 1,043,239	2.1.1, 2.1.2, 2.1.3, 2.2.1, 2.2.2
II.C. Community & Rural Development	To assist local leaders in achieving success for their communities through product development, asset development and leadership and community investment.		\$ 505,843		\$ 505,843		\$ 545,063		\$ 545,063	3.1.1, 3.1.2, 3.3.1, 3.3.2
II.D Marketing, Communications and Research	To develop marketing strategies utilizing the State's brand in recruiting industry and attracting investments to the State. To provide real-time, accurate data, information, and research to support the mission of the agency in recruiting industry and attracting investments to the State.	\$ 1,761,628	\$ 591		\$ 1,762,219	\$ 1,626,910	\$ 14,945		\$ 1,641,855	1.1.1, 1.1.2, 1.1.3, 1.2.1, 1.2.2
II.E.1 Grant Programs - Coordinating Council for Economic Development	To assist with economic development projects that will represent new jobs and capital investment in the state, either as a result of new business locations or existing business retention and expansion.	\$ 8,000,000	\$ 52,017,460		\$ 60,017,460	\$ 15,349,717	\$ 87,016,831	\$ -	\$ 102,366,548	1.1.1, 4.1.1
II.E.2 Grant Programs - Community Development Block Grant	To assist communities with grants for infrastructure, housing, economic development and planning.	\$ 257,616	\$ 16,190	\$ 20,850,730	\$ 21,124,536	\$ 275,505	\$ 7,736	\$ 19,056,398	\$ 19,339,639	3.2.1
All Other Items	Regional Economic Development Organizations, SC Manufacturing Extension Partnership, Innovation, Military Base Task Force, Community Development Corporations and New Carolina	\$ 5,682,841	\$ 127,339		\$ 5,810,180	\$ 8,336,260	\$ 797,966		\$ 9,134,226	1.1.1, 2.1.1, 2.3.1
					\$ -				\$ -	
		\$ 20,786,791	\$ 53,230,225	\$ 21,130,509	\$ 95,147,525	\$ 31,200,750	\$ 89,006,987	\$ 19,175,266	\$ 139,383,003	

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Strategic Planning Template

Type	Goal	Item # Strat	Object	Description
G	1			Attract capital investment and job creation throughout South Carolina
S		1.1		Implement a targeted marketing strategy to promote new investment and job creation
O			1.1.1	Take a "Team South Carolina" approach to attract capital investment and job creation throughout South Carolina.
O			1.1.2	Have South Carolina be considered one of the most business-friendly states in the U.S.
O			1.1.3	Be ranked in the top five state for Foreign Direct Investment on a per capita basis.
S		1.2		Increase Emphasis on recruiting job to rural communities of SC
O			1.2.1	Meet or Exceed jobs recruited in rural areas of SC goals established by agency .
O			1.2.2	Meet or Exceed % of jobs recruited in rural areas of SC as compared to % of labor pool residing in rural counties.
G	2			Build on the strengths of the state's existing, small, and emerging industries
S		2.1		Build on the strengths of the state's existing industries
O			2.1.1	Communicate with existing industries to understand their opportunities and barriers to success.
O			2.1.2	Infrom existing businesses on trade opportunities.
O			2.1.3	inform existing businesses on recycling initiatives and opportunities.
S		2.2		Build on the strengths of the state's small businesses
O			2.2.1	Provides tools designed to increase corporate awareness of small businesses and their capabilities.
O			2.2.2	Match commercial demand with local supply and to create cohesive and mutually beneficial business relationships within South Carolina.
S		2.3		Build on the strengths of the state's innovative and emerging industries
O			2.3.1	Develop a innovation program toward achieving the objectives of the State Innovation Plan.
G	3			Increase the knowledge and available infrastructure in South Carolina through workforce and community development
S		3.1		Work with local leaders to develop economic development "product," such as speculative buildings and industrial sites and parks to ensure that communities have available properties for investors and job creators
O			3.1.1	Maintain inventory of existing speculative buildings and industrial sites and parks
O			3.1.2	Provide leadership, direction and guidance to communities and counties regarding developmental structure, strategic planning and community outreach.
S		3.2		Improve infrastructure of South Carolina Lower-Moderate Income (LMI) communities by making a suitable living environment more widely available.
O			3.2.1	Provide funding and training for new or improved infrastructure, facilities and services.
S		3.3		Provide timely, relevant, and up-to-date economic development training for local leadership and practitioners.
O			3.3.1	Have active participation among ally and local entities in agency sponsored econimc development training opportunities.
O			3.3.2	Provide timely, relevant, and up-to-date economic development training.



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Strategic Planning Template

Type	Item #			Description
	Goal	Strat	Object	
G	4			Manage agency assets to achieve agency goals and objectives
S		4.1		Operate agency in an efficient and effective manner
O			4.1.1	Allocate resources to achieve agency goals and objectives

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Performance Measurement Template									
Item	Performance Measure	Last Value	Current Value	Target Value	Time Applicable	Data Source and Availability	Reporting Freq.	Calculation Method	Associated Objective(s)
1	Meet or Exceed capital investment goal established by agency	\$4.0 Billion	\$5.4 Billion	\$4.25 Billion	Jan 2013 - Dec 2013	Customer Relation Management System	Weekly	Calculated from commitment letters from companies	1.1.1
2	Meet or Exceed jobs recruited goal established by agency	14,137	15,457	16,000	Jan 2013 - Dec 2013	Customer Relation Management System	Weekly	Calculated from commitment letters from companies	1.1.1
3	South Carolina's ranking of the most business-friendly states in the U.S.	9th	3rd	10th	Jan 2013 - Dec 2013	Site Selection Magazine	Annual	Site Selection Magazine	1.1.2
4	South Carolina's ranking among the states of the number of estimated jobs created by Foreign Direct Investment per million inhabitants	1st	1st	10th	Jan 2012 - Dec 2012	IBM Global Business Services	Annual	IBM Global Business Services	1.1.3
5	Meet or Exceed goal established by agency for jobs recruited in Tier III and Tier IV counties	4,109	3,836	3,400	Jan 2013 - Dec 2013	Customer Relation Management System	Weekly	Counties designated as Tier III or Tier IV for Jobs Tax Credit purposes	1.2.1
6	% of jobs recruited by agency in rural counties as compared to the percentage of labor force in rural counties	27.3%	19.4%	20.9%	Jan 2013 - Dec 2013	Customer Relation Management System	Annual	Rural counties are identified as counties located outside Metropolitan Statistical Areas, as defined by the US Office of Management and Budget based on the 2010 Census.	1.2.2
7	Hold seminars with partners to increase existing businesses understanding of exporting and trade resources	162	183	150	July 2013 - June 2014	Attendance records of training	Per event	Actual attendees	2.1.2
8	South Carolina's ranking of states in exports per capita	9th	10th	10th	Jan 2013 - Dec 2013	US Department of Commerce	Annual	Statistic provided by US Department of Commerce	2.1.2
9	Number of companies visited as a result of the agency Existing Industry Visitation Program	120	246	200	July 2013 - June 2014	Customer Relation Management System	Monthly	Number of visits	2.1.1
10	Calls addressed by agency concerning small business inquiries	595	792	700	July 2013 - June 2014	Customer Relation Management System	Monthly	Number of inquiries	2.2.1
11	Increase number of companies included in BuySC database	269	350	350	July 2013 - June 2014	Customer Relation Management System (Coming soon)	Monthly	Actual number of companies included in database	2.2.2
12	Hold stakeholder events for carpet and plastics recycling market development	160	165	200	July 2013 - June 2014	Attendance records of training	Per event	Actual attendees	2.1.3
13	Calls addressed by agency concerning recycling industry inquiries	200	180	190	July 2013 - June 2014	Customer Relation Management System	Monthly	Number of inquiries	2.1.3
14	Provide funds for innovative projects in SC that address the State Innovation Plan	New Program	14	10	July 2013 - June 2014	Customer Relation Management System	Monthly	Actual grantees	2.3.1

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Performance Measurement Template

Item	Performance Measure	Last Value	Current Value	Target Value	Time Applicable	Data Source and Availability	Reporting Freq.	Calculation Method	Associated Objective(s)
15	Add quality sites to revised building and sites database (LocatedSC)	New Program	448	250	July 2013 - June 2014	LocateSC	Monthly	Actual sites added to database	3.1.1, 3.1.2
16	Add quality buildings to revised building and sites database (LocatedSC)	New Program	315	200	July 2013 - June 2014	LocateSC	Monthly	Actual building added to database	3.1.1, 3.1.2
17	Number of predominantly LMI communities who received CDBG funding for new or improved infrastructure, facilities or services	27	24	15	April 1, 2013 – March 31, 2014	Grantees	Annual	Actual grantees	3.2.1
18	Number of predominantly LMI communities who received CDBG funding for community and regional planning and coordination initiatives	44	44	40	April 1, 2013 – March 31, 2014	Grantees	Annual	Actual grantees	3.2.1
19	Number of predominantly LMI communities who received CDBG funding to preserve neighborhoods through revitalization, development or elimination of blight	10	1	7	April 1, 2013 – March 31, 2014	Grantees	Annual	Actual grantees	3.2.1
20	Number of LMI households who benefitted from CDBG funding by making existing affordable housing more sustainable by connecting units to public infrastructure	633	303	200	April 1, 2013 – March 31, 2014	Figures provided by grantees	Annual	Actual households	3.2.1
21	Meet or exceed the goal established by agency for number of attendees participating in agency sponsored training opportunities	449	456	400	July 2013 - June 2014	Attendance records of training	Per event	Actual attendees	3.3.1
22	Economic development training provided by agency meeting the needs of attendees	4.53	4.72	4.5	July 2013 - June 2014	Evaluations completed by attendees of training	Rating accumulated after each training session	Current value, based on 5 point scale with 5 being the highest score. Average score per training class added together then divided by numbers of classes offered by agency.	3.3.2